



# **ADMINISTRATIVE PROCEDURE**

**6620**

**DESERT COMMUNITY COLLEGE DISTRICT**

## **GIFT NAMING OPPORTUNITIES**

Procedures governing approval of gift naming proposals are set forth below supplemented by such operational guidelines as the Superintendent/President may adopt from time to time. Exceptions from procedures must be authorized by the official responsible for named gift approval in advance of completion of a gift.

College signatory authority for these agreements will be determined in accordance with the College contract approval and signatory authority policy. No naming commitments shall be made to donors or other parties before final approval is granted by Board of Trustees. All such agreements must stipulate the College has final jurisdiction as to the use of gifted funds, i.e., construction, equipping, endowing for maintenance and operations, etc. A sample agreement format appears in Appendix B to the policy.

The Executive Director COD Foundation, in consultation with the Vice President, Administrative Services, is responsible for overseeing compliance with these Policy requirements, including completing all necessary consultations and approvals and securing signature on gift agreements by authorized representatives of the College. To ensure an accurate historical record, both the Office of Administrative Services and the Office of the Executive Director COD Foundation shall maintain records relative to all naming endeavors completed under this policy.

The Office of the Superintendent/President, in consultation with the Executive Director COD Foundation, will generally be responsible for groundbreaking and dedication ceremonies relating to named gifts.

An appropriately worded and designed plaque or other commemoration shall be affixed to a place proximate to the building, facility or other location of a named gift. Plaques will be of generally uniform design and contain the name of the honoree and the date on which the project was substantially completed (or the date of the naming ceremony in the absence of a project). All major construction or renovation projects should include an appropriate contingency budget for plaques. The Executive Director COD Foundation, in consultation with the Vice President, Administrative Services, is responsible for implementing the requirements relating to plaques.

Donations associated with naming proposals can be made by the donor in cash or appreciated property, through legally binding pledges fulfilled within no more than five years, or by the creation of an endowment. Individual donors may gift a portion of their contribution through an

irrevocable trust or a contractual bequest mechanism. The Superintendent/President reserves the right to remove a College naming opportunity when pledges remain unpaid beyond the agreed upon period. Should this occur, the Superintendent/President may, if he or she chooses, recommend another naming opportunity to the Board of Trustees, or seek another donation of the magnitude that is deemed substantial. Donations made through irrevocable deferred gift techniques (including, but not limited to charitable gift annuities, deferred pledge agreements, or wills) shall generally not be accepted in instances when private funds are needed to pay for substantial gifts for remodeling, renovation and/or construction as defined in this section. A naming opportunity may, however, be accepted for existing, unnamed opportunities not requiring major remodeling or renovation as long as the irrevocable deferred gift technique(s) have been analyzed and approved by an actuarial study and depreciated over the life expectancy of the donor.

Stewardship requires that the College honor the expectations of donors and abide by gift agreements, including naming provisions. Naming is generally expected to last the lifetime of the building, facility, unit or program or other endeavor. There may nonetheless be extraordinary circumstances that justify cessation of the use of a name or re-naming, such as a change in use, substantial renovation, or demolition of an existing building, facility or part thereof; major academic program changes; failure of a donor to meet the financial commitment of a gift agreement; or other situations unforeseeable at the time of the original naming. When appropriate and feasible, when a name is retired, some form of continuing recognition should be established. In all cases, the Board of Trustees upon recommendation of the Superintendent/President must approve re-naming.

## **Definitions**

Donor is defined as the individual, corporation, foundation, or other entity making the donation.

Service Contributions include contributions of an extraordinary nature in a field of endeavor or society in general. Typically, the honoree will have a significant connection with the College, as a donor or supporter, student, alumnus, faculty or staff member, or administrator, and have made outstanding contributions to the College or its larger community in education, research, the arts, civic or public life, or other areas consonant with the institutional mission and its objectives. Honorees may be individuals or corporations. In either event, honorees should be of such outstanding credentials, reputation, character and distinction that the naming honors the College as well as the individual or corporation.

Except in cases of gifts otherwise qualifying for naming opportunities under this Policy, College-affiliated individuals are generally ineligible for consideration for a naming opportunity before, or less than two years after, their direct affiliation with the College ends (such as through retirement, resignation, graduation, or expiration of a trusteeship); while the individual is still involved with the College in any decision-making capacity; or within two years following the individual's death. The Board of Trustees may make exceptions to this rule in unusually meritorious or extraordinary circumstances.

Selection of names for a building or facility should take into account the Facilities Master Plan, and be considered in relation to the component of which it is an element as well as its place in the overall College Master Plan. Names should also generally include reference to their primary function (e.g., *'Smith-Aston Library'*;). In proposing a name, the Executive Director of the COD Foundation should undertake consultation in a manner that invites input but maintains College-wide standards and optimizes donor support. Customarily, the name should be that of an individual who has gained distinction because of an extraordinary financial or service contribution to the program or operations to which use the premises are devoted. Personal character or organizational integrity, depending upon the nature of the name proposed, will be taken into account during the review process. The history of the building or facility, including its prior uses and occupants, may also be considered. Exceptions to these criteria may be appropriate in cases of persons of unusual eminence or singular contributions to the College as a whole or its larger community.

### Naming Opportunities for Buildings

Generally, for private-funded buildings, the value of a gift affording a donor the opportunity to name a new building must be at least 50% of the private fundraising goal. An appropriate value should be established by the Superintendent/President, in consultation with the Executive Director COD Foundation and the Vice President, Administrative Services, at the time construction plans are being developed. For public-funded buildings, the value of a gift affording a donor the opportunity to name a new building must be at least 25% of the cost of the building. In all cases a minimum contribution of \$1,000,000 is required to name a building.

Naming procedures for buildings first require the Executive Director COD Foundation to obtain from the Superintendent/President authorization to solicit or respond favorably to a gift-naming proposal. If presidential authorization is granted, the Superintendent/President will submit the proposed gift naming opportunity to the Board of Trustees for its approval. If the Board approves the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

### Naming opportunities Within a Building

The Executive Director COD Foundation and the Vice President, Administrative Services, in consultation with the appropriate dean or director may identify naming opportunities within a building. In general, sections of a building that have a discrete function and are of significant value, such as an auditorium, conference room, special classroom, seminar room, or laboratory, may be named independently of the building. The size of the gift required to name a space must be approximately one-half of its private construction or renovation cost or 25% of its public construction or renovation cost. Space on campus is a limited resource and, to the extent possible, named spaces should be identified in a manner that permits re-allocation of space and that will not restrict the future use of the space. See Appendix A for suggested guidelines.

The Executive Director COD Foundation (following consultation with the Vice President, Administrative Services) will submit proposals for naming opportunities within a building to the Superintendent/President for approval. If presidential authorization is granted, the

Superintendent/President will submit the proposed gift naming opportunity to the Board of Trustees for its approval. If the Board approves the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

#### Naming opportunities for Other Physical Facilities

##### *Campus Enhancements - General*

Proposals for naming opportunities for campus enhancements such as benches, fountains, art work, gates, gardens or other plantings will be developed or reviewed by the Executive Director COD Foundation and submitted to the Superintendent/President for approval. Minimum funding requirements for campus enhancements will be based on cost, location, structure, and function. Unless otherwise authorized by the Superintendent/President, gifts must cover the entire cost the installation and, if significant ongoing costs will be incurred, an endowment sufficient to cover such costs. See Appendix A for suggested guidelines.

The President will make decisions regarding such proposals in consultation with the Executive Director COD Foundation and the Vice President, Administrative Services. The Superintendent/President may also consult with, or obtain approval from, the Board of Trustees in the exercise of his/her own discretion, provided that all proposals relating to the naming of athletic fields and other College real property must be submitted to the Board for approval. Once the Board approves the proposal, authorized representatives of the donor and the College will execute a gift agreement

##### *Campus Enhancements - Academic*

An endowment fund may be established to enhance the academic resources of the College, such as its laboratories, equipment, and classrooms. The Executive Director COD Foundation will first obtain authorization from the Superintendent/President to solicit or respond favorably to a gift-naming proposal. The Superintendent/President will make a decision on the proposal following consultation with the Executive Director COD Foundation and the Vice President for Instruction. If Presidential approval is granted, authorized representatives of the donor and the College will execute a gift agreement.

#### Naming opportunities for Academic Units

A private gift naming of an academic unit should be at a level that will transform the nature of the unit involved, enabling the unit to reach a level of excellence. The gift must be in the form of an endowment used to sustain a margin of excellence. Eligible academic units include instructional divisions, departments, programs, centers and institutes. See Appendix A for suggested guidelines.

The Executive Director COD Foundation will first obtain from the President authorization to solicit or respond favorably to a gift-naming proposal relating to an academic unit or program. If approval is granted, the President will submit the proposed gift to the Board of Trustees. Once

the Board of Trustees approves -the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

#### Naming opportunities for Faculty Positions and Faculty Awards

An endowment for faculty position(s) will provide opportunities for funding a faculty position in areas of critical need.

The Executive Director COD Foundation will first obtain from the President authorization to solicit or respond favorably to a gift-naming proposal relating to the designations described in this section. The President in consultation with the Vice President for Instruction will establish minimum requirements for endowments. If presidential authorization is granted, the President will submit the proposed gift naming opportunity to the Board of Trustees for its approval. If the Board approves the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

#### Naming opportunities for Lectureships and Lecture Series

A presidential lecture series brings to the College a variety of outstanding individuals of broad experience and expertise whose presentations will have College-wide and interdisciplinary appeal. Earnings from the endowed fund will provide for honoraria, travel expenses, and other costs associated with presenting such speakers.

Regarding opportunities described in this section, the Executive Director COD Foundation will first obtain from the President authorization to solicit or respond favorably to a gift-naming proposal relating to the designations described in this section. If presidential authorization is granted, the President will submit the proposed gift naming opportunity to the Board of Trustees for its approval. If the Board approves the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

#### Naming opportunities for Athletic Coaching Positions

The College has a fine tradition of scholar-athletes. Endowment of coaching positions assists the College in enhancing its athletic programs for the benefit of the students and the enjoyment of the community.

A gift creating a named endowment for a head coaching position may be established upon approval of the President following consideration of the recommendations of the Executive Director COD Foundation, the President, and the Vice President for Instruction, the last of whom will also consult with the Athletics Director.

The Executive Director COD Foundation will first obtain from the President authorization to solicit or respond favorably to a gift-naming proposal relating to endowment of assistant coaching positions. The President will make decisions on such proposals, including the minimum necessary endowment, following consideration of the recommendations of the Executive Director COD Foundation and the Vice President for Instruction, the last of whom

will also consult with the Athletics Director. If presidential authorization is granted, the President will submit the proposed gift naming opportunity to the Board of Trustees for its approval. If the Board approves the proposal, authorized representatives of the donor and the College shall execute a gift agreement.

#### Additional Naming Opportunities

A fund for excellence may be established in support of the library, gallery, department, academic discipline, or other College program of interest to the donor. Earnings from these endowments may be used to enhance the selected endeavor in a variety of ways, including support for faculty development or travel, or for other educational enrichment activities.

Funds designated for teaching, service, research, and staff awards will be used to recognize outstanding performance in classroom teaching, research, or service by faculty, professional, or support staff members in the specified academic unit or College operation. Criteria for eligibility for such awards may be established in consultation with the donor. The President and Vice President for Instruction typically will choose award recipients.

Regarding opportunities described in this section and proposals not otherwise expressly covered in this Policy, the Executive Director COD Foundation will seek approval from the President and the appropriate Vice President. The President will determine the minimum endowment necessary to sustain the chosen objective. The President shall also determine whether to seek the approval of the Board if not otherwise required by the Board of Trustees or institutional policy. Once final approval is obtained, authorized representatives of the donor and the College will execute a gift agreement.

## Appendix A

### Naming Opportunities Other than Total Buildings

The following is a list of the potential naming opportunities. This list is not comprehensive and may be changed by Vice President, Administrative Services and Executive/Director, COD Foundation based on donor request and changes in campus needs. Gift amounts may also be changed to meet the objectives described above. Final approval is required by President.

#### Academic Program:

- Requires a \$500,000 unrestricted contribution to the College for an academic program

#### Specialty Unit within an Academic Program:

- Requires a \$250,000 unrestricted contribution to the College for a specialty unit within an Academic Program

Large Lecture/Labs:

- Requires a \$150,000 unrestricted contribution to the College for large lecture/labs

Standard Size Lecture/Labs:

- Requires a \$25,000 unrestricted contribution to the College for standard size lecture/labs

Stadium:

- Requires a \$1,000,000 unrestricted contribution to College for a stadium

Library Collection:

- Requires a \$500,000 unrestricted contribution to the College for a library collection

Large Tree and Plaque:

- Requires a \$1,000 tree/\$500 plaque unrestricted contribution to the College for a large tree and plaque

Small Tree and Plaque:

- Requires a \$500 tree/\$250 plaque unrestricted contribution to the College for a small tree and plaque

Bench and Plaque:

- Requires a \$750 bench/\$375 plaque unrestricted contribution to the College for a bench and plaque

Sitting Areas and Plaque:

- Requires a \$2,500 (sitting area)/\$1,250 (plaque) unrestricted contribution to the College for a sitting area and plaque

Landscape Garden and Plaque:

- Requires \$5,000 (landscape garden)/\$2,500 (plaque) unrestricted contribution to the College for a landscape garden and plaque

Landscape quads:

- Requires a \$500,000 unrestricted contribution to the College for a landscape quad

Fountain:

- Requires a \$500,000 unrestricted contribution to the College for a fountain

Black Box Theater

- Requires a \$100,000 unrestricted contribution to the College for a small theater

Multi-use Art Building Theater:

- Requires a \$1,000,000 unrestricted contribution to the College for a large theater

Entrances & Landscaping:

- Requires a \$500,000 unrestricted contribution to the College per entrance and

landscaping

Rancher's Park:

- Requires a \$500,000 unrestricted contribution to the College for Rancher's Park



## APPENDIX B

### MEMORANDUM OF UNDERSTANDING NAME GIFTING OPPORTUNITY FOR THE \_\_\_\_\_ COLLEGE OF THE DESERT

This memorandum sets forth the terms and conditions of naming the (building name) on the (location) Campus of the College of the Desert.

Whereas, the College of the Desert (COD) is in process of developing plans and specifications for the construction of a new \_\_\_\_\_ Building and the renovation of the existing \_\_\_\_\_, and

Whereas, (Donor) is donating \$X (\$ \_\_\_\_\_ ) for the naming rights of the \_\_\_\_\_.

The College shall:

1. Upon full receipt of naming gift and upon the completion of the new \_\_\_\_\_ Building and the renovation of the existing Building, name the \_\_\_\_\_ after the donor's and/or spouse's name(s). Estimated completion time is \_\_\_\_\_ months.
2. The placement, size, material and color of the name(s) on the \_\_\_\_\_ shall follow the College's Facilities Master Plan and Signage Master Plan.
3. Not rename the \_\_\_\_\_ until \_\_\_\_\_.

The Donor shall:

1. Make the donation of the \$X (\$ \_\_\_\_\_ ) to the College of the Desert Foundation for ultimate transfer to the College of the Desert.
2. Understand that naming rights under this memorandum only provides the placement of designated names on the \_\_\_\_\_ Building.
3. Understand that naming rights under this memorandum does not extend privileges or rights in the operation and existence of the College of the Desert or College of the Desert Foundation.
4. Grant the College of the Desert renaming rights after the year 20\_\_.

All terms and conditions of this agreement are subject to the approval of the College of the Desert Board of Trustees.

Executed this \_\_\_\_\_ Day of \_\_\_\_\_ 20\_\_.

Donor

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Executive Director  
College of the Desert Foundation

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Superintendent/President  
College of the Desert

Approved by College Council: December 15, 2005  
Updated: September 17, 2007, February 23, 2010  
Next Review: February 2015

Administrator: VP Administrative Services